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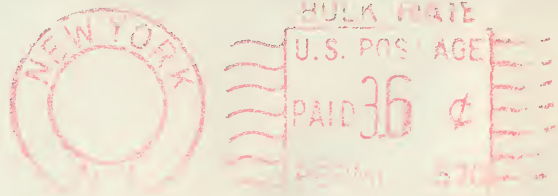

DON'T INVEST ANOTHER CENT
until you have read this warning

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BILLIONS OF INVESTMENT DOLLARS ARE WAGERED ON THE RELIABILITY OF REPORTED EARNINGS. YET PROFESSIONAL INVESTORS -- THE MEN WHO MANAGE LARGE PORTFOLIOS -- REGARD THEM WITH THE UTMOST SKEPTICISM

Dear Investor:

Whether you have a portfolio of $1,000, $20,000 or $50,000, chances are published earnings play a major role in your decisions to buy, sell or hold.

Take heed. Today's most sophisticated Wall Streeters -- the "pros" who manage the large portfolios -- consider this intelligence almost useless as a basis for decision-making.

Why? Because earnings are largely a matter of interpretation. Even the nation's top accounting firms can't agree on what items should be reported under this heading.

One major newspaper recently reported earnings for a well-known corporation as 81¢ for the first nine months. Another paper, equally respected, interpreted the same earnings for the same period as 29¢. Conflicting reports appear with disturbing frequency.

This shocking problem -- and what can be done about it -- was probed recently in a special Forbes report: "What Are Earnings? The Growing Credibility Gap." Because it is "must" reading for every serious investor, I would like to send you a copy with my compliments.

I would also like you to have six other valuable reports from recent issues of Forbes. They are:

33 "BABY" BLUE CHIPS which are outperforming the S&P 500.

47 LIFE INSURANCE COMPANIES rated for growth...profitability and...trend.

319 MUTUAL FUNDS rated by performance (including 35 no-load funds).

WARRANTS -- how they can produce big speculative profits or protect what you have.

PUTS & CALLS -- the least-understood and most useful "insurance" an investor can buy.

FUNDAMENTALS OF CHARTING -- a quick "course" in forecasting market and stock action.

In addition, I will arrange for you to read the next few issues of Forbes without cost or obligation.

Perhaps you think I am giving away a good deal for nothing. Quite the contrary. We have found that most executives who sample Forbes are impressed by how valuable it can be to their career as well as their personal investment program -- and end up as loyal subscribers.

If you do any investing, you probably make use of the services of your broker's research staff. Perhaps you also subscribe to an investment advisory service. So you have two informed sources of investment information (and pay a hefty premium for the second.)

But imagine being advised regularly by five of the country's top securities analysts (four of whom are partners or officers in major Wall Street firms). This is just one of the benefits you enjoy -- 24 times a year -- as a Forbes subscriber.

These five experts are perhaps the most highly regarded group of securities analysts ever assembled by one publication. Their signed columns appear regularly in each semi-monthly issue of Forbes: evaluating market conditions from both a fundamental and technical point of view, looking into the future, recommending both U.S. and foreign stocks which "look good" to them. Plus a regular column on Mutual Funds. And that's just the beginning.

Looking for bargains?

An annual Forbes feature is its report on "Loaded Laggards" -- promising stocks which are selling (1) near or below net working capital per share; (2) at a discount of 20% or more from book value. The most recent report gave detailed information on 64 such companies.

A periodic Forbes feature is "The Low Fliers" -- stocks selling at around 10 times earnings -- or less. The latest installment listed 106 of these stocks on the Big Board alone, with Price-Earnings ratios as low as 4.9.

A recent cover story zeroed in on the "performers" -- hot mutual funds (Dreyfus was the first) run by Wall Street's smart new breed of money managers. These shrewd, aggressive young men are toppling many of the "Street's" most cherished investment traditions -- and their results have made the whole financial community sit up and take notice.

Other regular reports-in-depth deal with warrants, Mutual Funds, over-the-counter stocks, oddlotters' favorites, tax-exempts, high-yielding stocks, convertible bonds and other types of securities. Five of the latest (on earnings, warrants, insurance stocks, mutual funds and "baby" blue chips) are included in our introductory offer.

Forbes' regular profiles on business leaders, corporations, industries, average 400 to 900 words. Ten to 15 such profiles appear in each issue. You can read through them at a sitting, or pick out those with particular application to your business. A handy index with thumb-nail descriptions, lets you see at a glance what you want to read.

I've covered everything now but the price -- $7.50 for a year of 24 semi-monthly issues. That works out to less than 15¢ a week. Incredibly modest in these days of rising costs.

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But for now, won't you fill out and mail the enclosed postage-paid reply card? Besides starting your subscription, we'll rush you the special report: "What Are Earnings?" plus the six other valuable investment reports described earlier. They are yours to keep, of course, whatever you decide.

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Norman Bruce
Vice President

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You'll find out when you read company ratings in FORBES' 20th Annual Report on American Industry. This authoritative assessment of the nation's top corporations is eagerly awaited each year by both individual and institutional investors and 500,000 business executives who have long acclaimed it as a major contribution to the evaluation of corporate performance.

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